

# R<sup>CG</sup>



BREAKING BOUNDARIES™

ROANECONSULTINGGROUP

A photograph of four performers on a stage at night. On the left, a man in a white short-sleeved shirt is singing into a microphone. In the center background, a man in a grey sweater and a flat cap is also singing. In the center foreground, a woman with a large grey headwrap and a colorful patterned jacket is singing. On the right, a man in a dark suit and sunglasses is singing. The stage is lit with blue and purple lights, and there are large windows in the background showing a city street at night.

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## CONTENTS

Introduction  
Executive Summary  
Services  
Projects  
Partnerships  
Team

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# INTRODUCTION



## WE ARE ROANE CONSULTING GROUP

As Managing Partner of Roane Consulting Group (RCG) I'd like to welcome you to this brief introduction of our team's extensive record of talents and services. RCG is an organization of established experts specializing in public relations, strategic promotions, sponsorship and branding, event planning, information consulting, and valuation among other endeavors.

RCG's proven methods affords clients a targeted and cost-effective way to reach potential markets and exceed funding objectives. Our firm is headquartered in magnificent Miami, Florida but our reach extends across the United States into almost every major domestic market and several international locations as well.

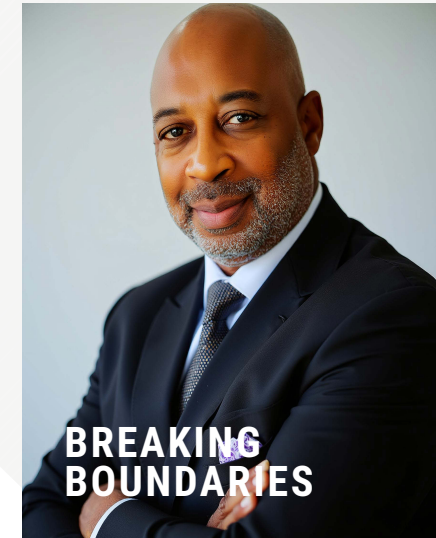
Diversity is our trademark—professional diversity, as well as client and venture diversity. RCG has consulted on projects encompassing the spectrum of modern culture. We have created and implemented comprehensive and innovative programs for major organizations and game-changers such as Volkswagen, Flavor Unit Entertainment (owned in partnership by Queen

Latifah), The Mourning Family Foundation (formerly Alonzo Mourning Charities), Jack Daniels, Greater Fort Lauderdale Convention and Visitors Bureau, and Omega Psi Phi Fraternity, Incorporated among many others. We have also proudly lent our services to municipalities and government agencies in several cities and states, including Richmond, Virginia, and the South Floridian cities of Miami Gardens and Miramar to name a few.

We welcome the opportunity to showcase your organization, guide you to your goals and surpass your expectations. Our friendly and professional cohort of experts is here, consistently meeting the call to excellence. We are RCG!

Yours in business,

*Melvin*



**Melvin L. Roane, Jr., Managing Partner**  
ROANE CONSULTING GROUP

**WE'RE AN  
AWARD-WINNING,  
SINGLE-SOURCE  
SOLUTION FOR  
YOUR BUSINESS  
NEEDS.**

**ROANECONSULTINGGROUP**

# OVERVIEW

**OUR MISSION IS TO DEVELOP STRATEGIC PARTNERSHIPS AND RELATIONSHIPS BY UTILIZING DATA-DRIVEN METHODS TO ASSIST CLIENTS IN REACHING AND EXCEEDING THEIR FINANCIAL TARGETS, TARGET MARKETS AND PUBLIC RELATIONS AUDIENCES.**

## EXECUTIVE SUMMARY

We assist organizations by enhancing their community profile through sponsorship acquisition, branding, and public relations activity. RCG's proven business model affords organizations a targeted and cost-effective way to reach potential markets as well as identify new, untapped revenue streams.

## CONSULTANTS

Our team are experts in the following industries and disciplines: Sponsorship, Branding, Television, Radio, Newspapers and Print Media, Internet and Mobile Technology, Social Media, Consumer Products, Tourism, Public Relations, Special Events Marketing, Sports Properties, Event Planning and Facilities Management.



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# SERVICES

WE LEVERAGE OUR EXPERTISE IN MARKETING, PUBLIC RELATIONS, EVENT PLANNING, SPONSORSHIP AND BRANDING INTO MULTIPLE REVENUE GENERATING OPPORTUNITIES FOR OUR EXCLUSIVE CLIENTELE.



## CORPORATE SPONSORSHIP

- + Property Evaluation and Valuation
  - Assessment of property's tangible and intangible assets
  - Market review
- + Sponsorship Program Development
  - Fully customized sponsorship programs
- + Sponsor Prospecting / Acquisition Program
  - Identifying key business categories and markets
- + Sponsorship Activation Assistance
  - Creation of cross-promotional opportunities for optimal market reach
- + Event fulfillment evaluation
- + Relationship marketing



## PUBLIC RELATIONS

- + Media Partner Engagement
  - Identification of potential media partners
- + Target prospects and key stakeholders in various mediums
- + Inventory of your property's tangible assets
  - Measured Media Relations: TV, Radio and Print Partnerships, Publications, and Industry/Trade
- + National, Regional and Local Ad Campaigns
  - Internet (Website)
  - Social Media Integration
- + Online media relations
  - Quarterly reporting



## BRAND MANAGEMENT

- + Brand name development
  - + New product development
  - + Market research/evaluation
  - + Identification and securing of non-traditional distribution outlets
- ## GRAPHIC DESIGN
- + Graphic design services
  - + Signage systems
  - + Photography services



## EVENT PLANNING

- + Site selection assistance
- + Program planning and design

## NEW TECHNOLOGIES

- + Social media branding
- + Creative development and implementation programs

# PROJECTS

## PAST / CURRENT

The RCG team has created and implemented comprehensive and innovative programs for organizations such as The City of Miami Gardens, The City of Miramar, Flavor Unit Entertainment, The Mourning Family Foundation, The Greater Fort Lauderdale Convention and Visitors Bureau, The Virginia Tourism Corporation, The Richmond Coliseum, Jeep, Capital One, Phillip Morris, Nike, Carnival Cruise Lines, Bank of America, Original Tee Golf Classic, WE ARE ONE and Crown Royal. From Barbra Streisand and Bruce Springsteen to the international powerhouse cultural festivals that are Jazz in the Gardens and Calle Ocho, RCG is the last word in promoting, producing and preparing sites to host audiences and international performers.

Our team has implemented, managed and sold sponsorship projects for and with the biggest names in sports, music and business. Our programs, campaigns, and events have consistently exceeded revenue targets and created long lasting relationships for us, our clients and our partners. Identifying our clients' needs and exceeding their expectations is what we do best.



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# CLIENTS

## PAST / CURRENT

RCG has worked with the following organizations in various capacities within the last ten years.

- + Jazz in the Gardens Music Festival (Miami Gardens, FL)
- + City of Miramar, FL "It's Right Here" Public Relations Campaign
- + Mourning Family Foundation (Miami, FL)
  - Zo's Winter Groove and Zo's Summer Groove
  - Zo's Million Dollar Shootout
  - Zo and Magic's 8 – Ball Challenge
  - King Pin Classic
  - Hat's Off Luncheon
  - Zo's "33" Thanksgivings
- + Flavor Unit Entertainment (Single Ladies television series)
- + American Tennis Association Foundation
- + Freedom Classic Festival
- + Fridays at Sunset International Music Festival
- + Sister for Sister Women's Conference
- + Original Tee Celebrity Golf Classic
- + "Celebrate Richmond" New Year's Eve Gala
- + Richmond Coliseum (Lead Marketing Consultant)
- + Virginia Legislative Black Caucus Foundation (VLBCF)
- + Colonial Athletic Association (CAA)
- + Mid-Eastern Athletic Association (MEAC) (City of Richmond Consultant)
- + Central Intercollegiate Athletic Association (CIAA)
- + Philip Morris USA Minority Outreach Program
- + Virginia Commonwealth University Health System
- + WE ARE ONE



# PARTNERSHIPS

## CORPORATE/MEDIA

Adidas  
AT & T  
AEG LIVE – Florida  
American Airlines  
American Express  
American Tennis Association  
Amscot Financial  
Beasley Communications  
BET  
Brown & Forman  
Cadillac  
Carnival Cruise Lines  
CBS – 4  
City of Miramar  
City of Miami Gardens  
City of Miramar  
City of Richmond, Virginia  
Clear Channel Outdoor  
Clear Channel Radio  
Coke  
COMCAST  
Cox Communications  
Delta Airlines  
Diageo

Disney  
Flavor Unit Entertainment  
Florida Conference of Black State Legislators  
Florida Power & Light  
Gatorade  
Greater Fort Lauderdale Convention and Visitors Bureau  
Golf Channel  
IEG  
Kiwanis of Little Havana  
Live Nation  
Macy's  
Magic Johnson Foundation  
McDonald's  
Miami Heat  
Miami Herald  
Mourning Family Foundation  
MSNBC  
Music Choice  
National Basketball Association  
NBC – 6  
Nike  
Norwegian Cruise Lines

OneHipSista Creative  
Original Tee  
Pepsi  
PGA of America  
Publix  
State Farm  
Stella Artois  
Southern Wine and Spirits  
Sun Life Financial  
Sun Sentinel  
Under Armour  
UPTOWN Magazine  
Wal-Mart  
WE ARE ONE  
WLRN Radio & TV  
Woodford Reserve  
WPLG – 10  
WSVN – 7  
Verizon  
Viacom  
Virginia Tourism Corporation  
Volkswagen



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# SPONSOR ACTIVATIONS



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# RELATIONSHIPS

## HIGH PROFILE FRIENDS

- + Will Smith – Actor, Recording Artist, Author
- + Ray Allen – NBA / Philanthropist
- + Anthony Anderson - Actor
- + Sean Combs – Entrepreneur
- + Shakim Compere – Music Executive, Movie & TV Producer
- + Erik Compton – PGA Tour
- + Will Downing – Singer, Recording Artist
- + Julius Erving – NBA
- + Anthony Hamilton – Musician
- + Penny Hardaway - NBA
- + Omari Hardwick - Actor
- + Steve Harvey – TV host, Radio Personality, Bestselling Author
- + Marcus Johnson – Jazz Artist
- + Queen Latifah – Actress, Musician
- + Dan Marino – NFL
- + Dan Meisel – President, NBA
- + Alonzo Mourning – NBA / Philanthropist
- + Shaquille O’Neal – NBA
- + Mike Phillips – Recording Artist
- + Lawrence Taylor – NFL





# TEAM

## OUR CONSULTANTS

PROFESSIONAL  
DIVERSITY IS THE  
KEYSTONE TO OUR  
PROFICIENT AND  
PROFITABLE BUSINESS  
RELATIONSHIPS.



**MELVIN L. ROANE, JR.**  
MANAGING PARTNER

The Managing Partner of the Roane Consulting Group, Mel (as he is affectionately known), strives to educate and enhance his clients' understanding of the value of a comprehensive strategic partnership program. A savvy, experienced professional with more than twenty-five years of business and industry experience, he has also served as the Director of Sponsorships and Development for Alonzo Mourning Charities and executed multi-million dollar events for several other charitable causes.

**RHONDA NELSON**  
STRATEGIC PARTNER

Rhonda is a versatile and seasoned marketing executive with a successful career spanning 2 decades. A master at connecting brands with audiences, Rhonda has worked with some of the world's most recognized brands such as Ford, Lincoln, Land Rover, Jaguar, Chevrolet, General Motors, and Proctor & Gamble, to name a few.

Rhonda is known for being a strategically creative and visionary leader with an uncanny talent for identifying client's current and future business needs and deploying marketing initiatives that create dynamic current returns on investment while looking towards future trends. Her motto? "Today, Next Year and a Decade From Now".

**SHARON HARRIS**  
STRATEGIC PARTNER


Sharon is a dynamic, accomplished, and results-driven marketing professional, with well documented success in increasing market share and brand recognition while growing revenue through strategic marketing initiatives and effective brand management.

**AMRITA GOPALDAS**  
STRATEGIC PARTNER


A recent graduate of Florida International University's Chaplin's School of Hospitality & Tourism Management with a Master of Science Degree in Hospitality Management.

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## ROANECONSULTINGGROUP

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